

# THE CITY OF CHULA VISTA

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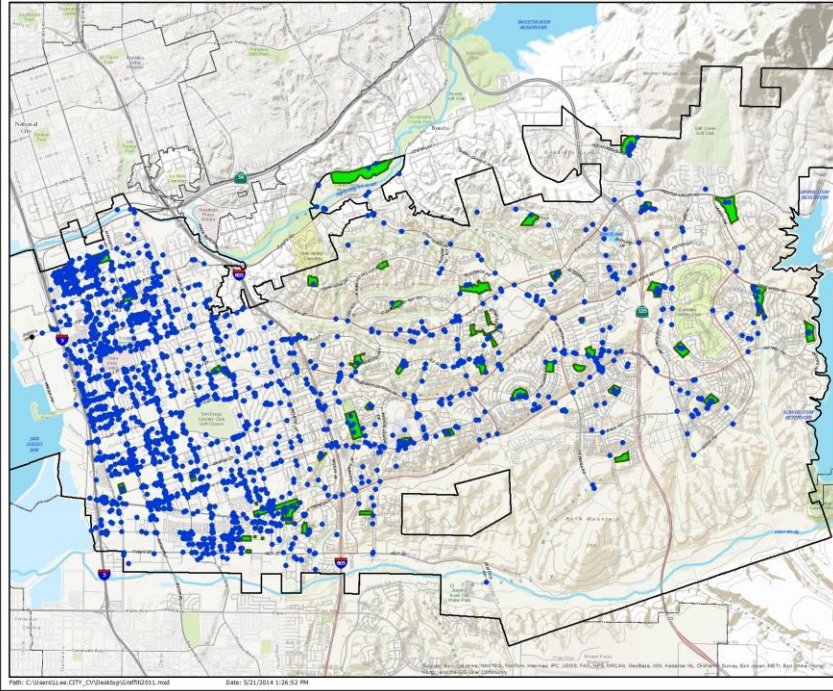


# GRAFFITI REMOVAL PROGRAM PRIOR TO BUDGET CUTS 2010-11

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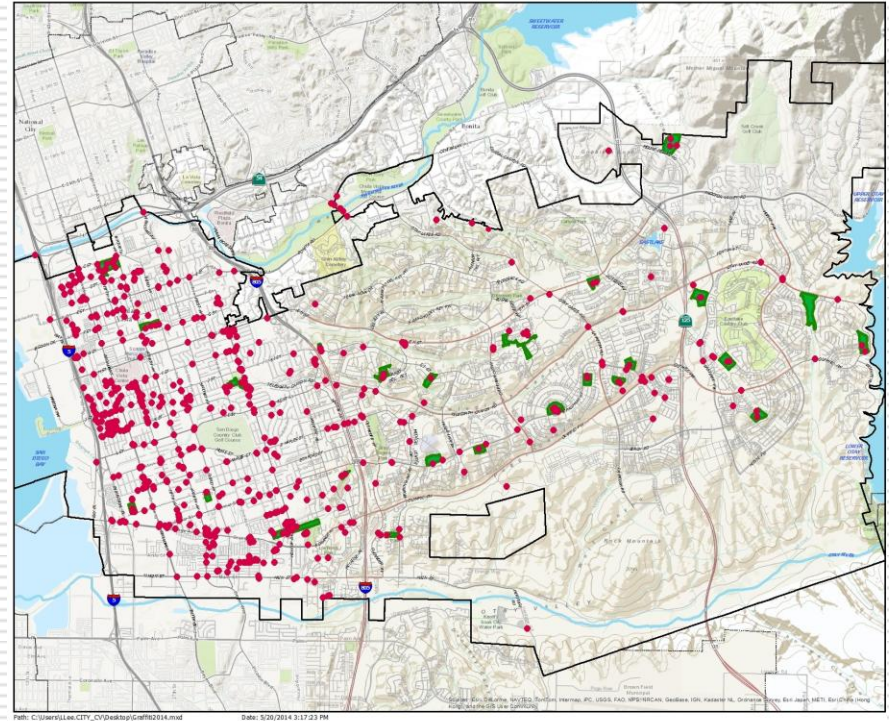
- ❑ City performed graffiti removal for Public and Private property  
- Only public
  - ❑ Staffing consisted of two 2-person crews and one Senior Public Works Specialist - one hourly and one Senior Public Works Specialist
  - ❑ On average, the Public Works Center received 50 service requests per week - 32 service requests per week
  - ❑ On avg. 260,000 sq.ft of graffiti/year removed - 120,000 sq. ft
  - ❑ Removed graffiti within the 48 hour removal ordinance C.V.M.C. 9.20 - one to two weeks
  - ❑ Total estimated cost = \$440,000 per year - \$190,000
  - ❑ Graffiti Tracker
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CHULA VISTA- Graffiti July 1, 2010 to June 30, 2011



2660 Work Orders Completed  
2010-2011

CHULA VISTA- Graffiti July 1, 2013 to May 20, 2014



583 Work Orders Completed  
2013- 5-21-14



# CURRENT CITY GRAFFITI REMOVAL PROGRAM

## ❑ PUBLIC PROPERTY







# PRIVATE PROPERTY

- ❑ A notice is sent to resident/occupant/business requesting removal of graffiti.
- ❑ Utility company an email/phone call



# VOLUNTEER PROGRAM

## □ Buff-A-Block Program:

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- Allow organizations, corporations, schools and residents to participate in enhancing city of Chula vista's neighborhoods and communities by removing graffiti and litter.
  - It is a group or an individual effort on behalf of residents to commit to "adopting" a particular location and ensuring it remains clean.
  - Is designed to be fun and educational, to promote civic responsibility, community spirit and to provide an opportunity to accomplish something positive.
  - Helps school children earn community service hours.
  - Locations can be on public or private property and can range from a single structure, or an area of one or multiple blocks.
  - Operates with minimum supervision from the public works department.
  - Provide all the recycle paint and supplies for volunteers and residents
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# VOLUNTEER GROUPS

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- Graffiti Busters – Rancho Del Rey Area - on going
  - South Bay Community Services – city wide – on going
  - Chula Vista Community Collaborative (Promotores and Teen Promotores – city wide
  - College Estates Civic Pride – Southwestern College area- on going
  - Church of Jesus Christ Latter-day Saints – city wide
  - Crested Butte Buff Blockers – on going
  - Chula Vista Promise Neighborhood
  - Chula Vista Explorers Group – on going
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# Data Collected from Volunteer Groups 2013-2014

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- ❑ Over 400 volunteers (combined)
  - ❑ Cleaned over 20,000 sq ft of graffiti
  - ❑ Cleaned over 1000 poles, signs and utility boxes
  - ❑ Spent over 1,200 hours cleaning
  - ❑ Saved the city over \$30,000
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# Mormon Helping Hands

The Church of Jesus Christ of Latter-Day Saints



# Graffiti Busters - South Bay Family YMCA & YMCA Earth Youth Group

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# Recruitment for Volunteers



Community  
Events

Neighborhood  
Watch Groups



Schools



Church  
groups

Special Events

Group meetings

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# Questions?

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